

***THE INFLUENCE OF SOCIAL MEDIA MARKETING,
INFLUENCER, AND BRAND IMAGE ON PURCHASE
INTENTION OF MOTHER OF PEARL BEAUTY PRODUCTS***

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Abstract

This research aims to analyze the of Social Media Marketing, Influencers, and Brand Image on the Purchase Intention of Mother of Pearl (MOP) Beauty products. Adopting a quantitative approach, data analysis was conducted using Structural Equation Modeling based on Partial Least Squares (SEM-PLS) via SmartPLS 4.1.1.4 software. The research involved 201 female respondents (aged 17–30) residing in Jakarta who are familiar with the MOP brand and Tasya Farasya’s promotional content, selected through a purposive sampling technique. The findings reveal that Social Media Marketing and Influencers contribute positively and significantly to Purchase Intention. Conversely, the Brand Image variable was found to have no significant effect on driving consumer purchase intention for the brand.

Keywords: *Social Media Marketing, Influencer, Brand Image, Purchase Intention, Mother of Pearl Beauty.*

**PENGARUH *SOCIAL MEDIA MARKETING, INFLUENCER,*
DAN *BRAND IMAGE* TERHADAP *PURCHASE INTENTION*
PRODUK MOTHER OF PEARL BEAUTY**

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Abstrak

Penelitian ini dilakukan untuk menganalisis pengaruh *Social Media Marketing, Influencer, dan Brand Image* dalam memengaruhi minat beli (*Purchase Intention*) konsumen pada produk Mother of Pearl (MOP) Beauty. Dengan mengadopsi pendekatan kuantitatif, analisis data dilakukan menggunakan metode *Structural Equation Modeling* berbasis *Partial Least Square* (SEM-PLS) melalui perangkat lunak SmartPLS 4.1.1.4. Responden penelitian berjumlah 201 perempuan (usia 17–30 tahun) di DKI Jakarta yang memiliki pengetahuan atau interaksi dengan merek MOP serta konten Tasya Farasya, yang dipilih melalui teknik *purposive sampling*. Temuan studi mengungkapkan bahwa *Social Media Marketing* dan *Influencer* berkontribusi positif dan signifikan terhadap niat beli. Sebaliknya, variabel *Brand Image* terbukti tidak memiliki pengaruh signifikan dalam meningkatkan minat beli konsumen pada merek tersebut.

Kata kunci: *Social Media Marketing, Influencer, Brand Image, Purchase Intention, Mother of Pearl Beauty.*